

EC'd Yes Last Received: 08/08/2012 2:25 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () AMERICAN CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 690	Agency C/P1/P2/E 11/27/690	
Buyer Stephanie Maroney	Flight Dates 09/04/2012 - 09/13/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---
CLIENT: AMERICAN CROSSROADS SC=*

--- REMARKS ---
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$27,700
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	5A-6A	EARLY AM NEWS	:30	\$700.00	09/05-09/05	1	1	1	\$700.00	
	3	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/06-09/06	1	1	1	\$700.00	
	5	M	5A-6A	EARLY AM NEWS	:30	\$700.00	09/10-09/10	1	1	1	\$700.00	
	8	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/13-09/13	1	1	1	\$700.00	
	10	W	7A-9A	TODAY SHOW	:30	\$1,800.00	09/05-09/05	1	1	1	\$1,800.00	
	11	TH	7A-9A	TODAY SHOW	:30	\$1,800.00	09/06-09/06	1	1	1	\$1,800.00	
	14	TU	7A-9A	TODAY SHOW	:30	\$1,800.00	09/11-09/11	1	1	1	\$1,800.00	
	23	TU	6P-630P	6PM NEWS	:30	\$1,800.00	09/11-09/11	1	1	1	\$1,800.00	
	25	W	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/05-09/05	1	1	1	\$1,200.00	
	26	F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
	29	TU	11P-1135P	LATE NEWS	:30	\$1,800.00	09/04-09/04	1	1	1	\$1,800.00	

Rep Order# 6839671 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/08/2012 2:42 PM
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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/690
Flight Dates 09/04/2012 - 09/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TH	11P-1135P	LATE NEWS	:30	\$1,800.00	09/06-09/06	1	1	1	\$1,800.00	
	33	M	11P-1135P	LATE NEWS	:30	\$1,800.00	09/10-09/10	1	1	1	\$1,800.00	
	35	W	11P-1135P	LATE NEWS	:30	\$1,800.00	09/12-09/12	1	1	1	\$1,800.00	
	38	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/04-09/04	1	1	1	\$400.00	
	40	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/06-09/06	1	1	1	\$400.00	
	42	M	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/10-09/10	1	1	1	\$400.00	
	44	W	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	09/12-09/12	1	1	1	\$400.00	
	46	TU	1235A-135A	JIMMY FALLON	:30	\$150.00	09/04-09/04	1	1	1	\$150.00	
	47	W	1235A-135A	JIMMY FALLON	:30	\$150.00	09/05-09/05	1	1	1	\$150.00	
	52	W	1235A-135A	JIMMY FALLON	:30	\$150.00	09/12-09/12	1	1	1	\$150.00	
	53	TH	1235A-135A	JIMMY FALLON	:30	\$150.00	09/13-09/13	1	1	1	\$150.00	
	54	SU	7P-11P	SNF: PITTSBURGH/DENVER	:30	\$5,000.00	09/09-09/09	1	1	1	\$5,000.00	
	55	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/04-09/07	1	1	1	\$500.00	
	56	M-TH	10A-11A	TODAY SHOW 3	:30	\$400.00	09/10-09/13	1	1	1	\$400.00	

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---REPORT TOTALS---
Report Totals: 25 / \$27,700.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$27,700.00

Sales Totals: 25 / \$27,700.00

Station Totals: 25 / \$27,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,865	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE